This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

1   Claim 2 (currently amended): A system for automatically
2   targeting Web-based advertisements, comprising:
3   an indexer to identify advertisements relative to a
4   query, wherein identified advertisements describe
5   characteristics relative to at least one of a product and
6   a service;
7   a scorer to score the advertisements according to
8   match between the query and the characteristics of the
9   identified advertisements; and
10   a targeting component to provide at least some of
11 the advertisements as Web-based content
12 A system according to Claim 1, wherein a numerical score
13 is assigned to the identified advertisements based on a
14 degree of the match.

1   Claim 3 (original): A system according to Claim 2,
2   wherein the numerical score is determined relative to at
3   least one of a content match and a categorical match.

1   Claim 4 (original): A system according to Claim 2,
2   further comprising:
3   a sorter to sort at least some of the identified
4   advertisements by the numerical score.

1   Claim 5 (original): A system according to Claim 4,

2   further comprising:

3   a selector to select at least some of the sorted

4   identified advertisements relative to a predefined

5   threshold.

1   Claim 6 (currently amended): <u>A system for automatically</u>

2   <u>targeting Web-based advertisements, comprising:</u>

3   <u>an indexer to identify advertisements relative to a</u>

4   <u>query, wherein identified advertisements describe</u>

5   <u>characteristics relative to at least one of a product and</u>

6   <u>a service;</u>

7   <u>a scorer to score the advertisements according to</u>

8   <u>match between the query and the characteristics of the</u>

9   <u>identified advertisements;</u>

10   <u>a targeting component to provide at least some of</u>

11   <u>the advertisements as Web-based content; and</u>

12   ~~A system according to Claim 1, further comprising:~~

13   a filter to filter the identified advertisements relative

14   to at least one of a country, locale, language, and daily

15   budget.

Claim 7 (canceled)

1   Claim 8 (currently amended): <u>A system for automatically</u>

2   <u>targeting Web-based advertisements, comprising:</u>

3   <u>an indexer to identify advertisements relative to a</u>

4   <u>query, wherein identified advertisements describe</u>

5   characteristics relative to at least one of a product and

6   a service;

7   a scorer to score the advertisements according to

8   match between the query and the characteristics of the

9   identified advertisements;

10   a targeting component to provide at least some of

11   the advertisements as Web-based content;

12   a ranker to rank the identified advertisements using

13   a selection criteria and ordering at least some of the

14   ranked identified advertisements; and

15   ~~A system according to Claim 7, further comprising:~~

16   a selector to select at least some of the ordered

17   identified advertisements relative to a ranking cutoff.

1   Claim 9 (currently amended): A system according to

2   Claim <u>8</u> ~~7~~, further comprising:

3   an evaluator to evaluate the selection criteria

4   based on at least one of a fixed cost, variable cost,

5   and random factor associated with one or more of the

6   identified advertisements.

1   Claim 10 (original): A system according to Claim 9,

2   wherein at least one of an acceptable fixed cost and

3   an acceptable variable cost is applied as the

4   selection criteria.

1   Claim 11 (original): A system according to Claim 9,

2   wherein at least one of the fixed cost and the

3   variable cost is provided as part of the

4   characteristics of the identified advertisements.

1   Claim 12 (currently amended): A system according to

2   Claim 2 1, further comprising:

3   an advertising creative generator to generate an

4   advertising creative based on the characteristics of

5   at least one such identified advertisement.

1   Claim 13 (original): A system according to Claim 12,

2   wherein the advertising creative is provided as part

3   of the at least some of the advertisements.

1   Claim 14 (currently amended): A system according to

2   Claim 12 1, wherein the advertising creative is

3   provided as at least one of a hint provided with at

4   least one such identified advertisement, predefined

5   text, a precomputed advertising creative, and a cached

6   advertising creative.

1   Claim 15 (currently amended): A method for

2   automatically targeting Web-based advertisements,

3   comprising:

4   identifying advertisements relative to a query,

5   wherein identified advertisements describe

6   characteristics relative to at least one of a product

7   and a service;

8	scoring the advertisements according to <u>a degree</u>
9	<u>of a</u> match between the query and the characteristics
10	of the identified advertisements; and
11	providing at least some of the advertisements as Web-
12	based content.

Claim 16 (canceled)

1	Claim 17 (currently amended): A method according to
2	Claim <u>15</u> ~~16~~, further comprising:
3	determining the numerical score relative to at
4	least one of a content match and a categorical match.

1	Claim 18 (currently amended): A method according to
2	Claim <u>15</u> ~~16~~, further comprising:
3	sorting at least some of the identified
4	advertisements by the numerical score.

1	Claim 19 (original): A method according to Claim 18,
2	further comprising:
3	selecting at least some of the sorted identified
4	advertisements relative to a predefined threshold.

1	Claim 20 (original): A method according to Claim 15,
2	further comprising:
3	filtering the identified advertisements relative
4	to at least one of a country, locale, language, and
5	daily budget.

1   Claim 21 (original): A method according to Claim 15,

2   further comprising:

3   ranking the identified advertisements using a

4   selection criteria; and

5   ordering at least some of the ranked identified

6   advertisements.

1   Claim 22 (original): A method according to Claim 21,

2   further comprising:

3   selecting at least some of the ordered identified

4   advertisements relative to a ranking cutoff.

1   Claim 23 (original): A method according to Claim 21,

2   further comprising:

3   evaluating the selection criteria based on at

4   least one of a fixed cost, variable cost, and random

5   factor associated with one or more of the identified

6   advertisements.

1   Claim 24 (original): A method according to Claim 23,

2   further comprising:

3   applying at least one of an acceptable fixed cost

4   and an acceptable variable cost as the selection

5   criteria.

1   Claim 25 (original): A method according to Claim 23,

2   further comprising:

3   providing at least one of the fixed cost and the
4   variable cost as part of the characteristics of the
5   identified advertisements.

1   Claim 26 (original): A method according to Claim 15,
2   further comprising:
3   generating an advertising creative based on the
4   characteristics of at least one such identified
5   advertisement.

1   Claim 27 (original): A method according to Claim
2   26, further comprising:
3   providing the advertising creative as part of the
4   at least some of the advertisements.

1   Claim 28 (currently amended): A method according to
2   Claim 26 ~~15~~, further comprising:
3   providing the advertising creative as at least
4   one of a hint provided with at least one such
5   identified advertisement, predefined text, a
6   precomputed advertising creative, and a cached
7   advertising creative.

Claim 29 (canceled)

1   Claim 30 (currently amended): An apparatus for
2   automatically targeting Web-based advertisements,
3   comprising:

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4   means for identifying advertisements relative to a

5   query, wherein identified advertisements describe

6   characteristics relative to at least one of a product

7   and a service;

8   means for scoring the advertisements according to a

9   degree of a match between the query and the

10   characteristics of the identified advertisements; and

11   means for providing at least some of the advertisements

12   as Web-based content.